



The I-Plan of the KIWANIS CLUB OF NEW ORLEANS
of the
Louisiana-Mississippi-West Tennessee District
of
Kiwaniis International

KIWANIS MOTTO: Serving the Children of the World

DEFINING STATEMENT OF KIWANIS: Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

KIWANIS CLUB OF NEW ORLEANS

OUR VISION: Our club will be the premier volunteer service organization in our community committed to improving the lives of youth and adults.

OUR MISSION: We will enhance the quality of life in our community through service.

Our Priorities and Goals

Inspiration MEMBERSHIP & ENGAGEMENT

GOAL: To build, retain and support a growing Kiwanis membership network

Our club must promote excellence in developing members to achieve its mission.

STRATEGY:

- Increase membership in KCNO @ a minimum of 2 new members per year
Develop leaders amongst our members

Image OUR KIWANIS IMAGE

GOAL: To enhance the Kiwanis image in our community and worldwide

Our club must promote excellence in awareness and marketing.

STRATEGY:

- Promote KCNO in the community
Encourage members to "Show their K" and wear the Kiwanis Brand

Impact MEANINGFUL SERVICE

GOAL: To perform meaningful service, with service to children as our priority

Our club must promote excellence in programs and service throughout the community and district.

STRATEGY:

- Develop and promote a meaningful signature project
Encourage participation in hands-on service projects
To encourage more members to interact with our 2 Key Clubs

Investment FINANCIAL VIABILITY

GOAL: To ensure financial viability and responsible stewardship

Our club funds many activities and raises substantial amounts of funds. It must promote excellence in financial sustainability and the members must be good financial stewards.

STRATEGY:

- To exercise proper stewardship of club funds
To Build a base for fundraising
Encourage member & club participation in the Club, District & Int'l Foundations

## Strategic I-Plan For Kiwanis Club of New Orleans - Tactical Plan

Goal	Item	Description	Responsibility	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
<b>Inspiration</b>	<b>GOAL: To build, retain and support a growing Kiwanis membership network</b>							
	<b>Strategy 1: To increase membership in KCNO @ a minimum of 2 new members per year</b>							
<b>Inspiration</b>	a	encourage members to invite non-members to projects & mtgs	all members	ok	cont	cont	cont	cont
<b>Inspiration</b>	b	update club brochure & website	public relations	ok	cont	cont	cont	cont
<b>Inspiration</b>	c	affordable dues structure	bd of directors	ok	cont	cont	cont	cont
	<b>Strategy 2: Develop Leaders</b>							
<b>Inspiration</b>	a	Encourage new members to serve on committees	bd of directors, individual committees	ok	cont	cont	cont	cont
<b>Inspiration</b>	b	encourage members to seek officer positions	officers	ok	cont	cont	cont	cont
<b>Inspiration</b>	c	Conduct annual <b>club</b> workshop on leadership development / KI education	sec	ok	cont	cont	cont	cont
	<b>Strategy 3:</b>							
<b>Inspiration</b>	a							
<b>Inspiration</b>	b							
<b>Inspiration</b>	c							

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<b>Strategy 4:</b>								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							
<b>Strategy 5:</b>								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							
<b>Strategy 6:</b>								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							

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<b>Impact</b>	<b>GOAL: To perform meaningful service, with service to children as our priority</b>							
	<b>Strategy 1: To Develop &amp; Promote a meaningful Signature Project</b>							
<b>Impact</b>	a	partner with Angels' Place	bd of Directors	phase 1 - looking for a place	phase 2 finding a place	cont	cont	cont
<b>Impact</b>	b	partner with other Kiwanis Clubs with projects for Angels' Place	project chair	ok	cont	cont	cont	cont
<b>Impact</b>	c	Ceiling Tiles for Children's hospital	project chair, bd	ok	cont	cont	cont	cont
	<b>Strategy 2: Continue hands-on service projects</b>							
<b>Impact</b>	a	cont annual projects with St. Michael's; Magnolia; Second Harvest; Ch Hospital, etc	project chair	ok	cont	cont	cont	cont
<b>Impact</b>	b							
<b>Impact</b>	c							
	<b>Strategy 3: to encourage more of our members to interact with our 2 Key Clubs</b>							
<b>Impact</b>	a	more of our members interact with Key Clubbers thru mtgs or projects	Kiwanis Advisor to Key Club	not active this year	add assistant for Franklin Key Club	cont	cont	cont
<b>Impact</b>								
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<b>Image</b>	<b>GOAL: To enhance the Kiwanis image in our community and worldwide</b>							
	<b>Strategy 1: To Promote KCNO in the Community</b>							
<b>Image</b>	a	Kiwanis Meets here sign	sec	ok	cont	cont	cont	cont
<b>Image</b>	b	use social media to promote events & programs	public relations	ok	cont	cont	cont	cont
<b>Image</b>	c	press releases / pictures in local papers	public relations	ok	cont	cont	cont	cont
	<b>Strategy 2: Encourage Members to "wear their K"</b>							
<b>Image</b>	a	members should be wearing Kiwanis brand shirts, pins, etc	all members	ok	cont	cont	cont	cont
<b>Image</b>	b	KCNO T-shirts and/or aprons work @ projects	all members	ok	cont	cont	cont	cont
<b>Image</b>	c	make golf shirts & t-shirts for KCNO available to members	sec	ok	cont	cont	cont	cont
	<b>Strategy 3:</b>							
<b>Image</b>	a							
<b>Image</b>	b							
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<b>Investment</b>	<b>GOAL: To ensure financial viability and responsible stewardship</b>							
	<b>Strategy 1: To Exercise proper stewardship of funds &amp; resources</b>							
<b>Investment</b>	a	cont working with our CPA & Financial Advisor	Finance comm	ok	cont	cont	cont	cont
<b>Investment</b>	b	monthly treasurer reports approved by bd of directors	Treasurer	ok	cont	cont	cont	cont
<b>Investment</b>	c							
	<b>Strategy 2: To Build a non-revenue base</b>							
<b>Investment</b>	a	hold 1 or 2 successful fundraisers per year to offset cost of members dues	membership	ok	cont	cont	cont	cont
<b>Investment</b>	b							
<b>Investment</b>	c							
	<b>Strategy 3: Encourage members to contribute to the 3 Foundations: Club, District &amp; International</b>							
<b>Investment</b>	a	Educate all members on what these foundations do for the club	Finance committee	ok	cont	cont	cont	cont
<b>Investment</b>	b	Encourage giving to KFY (Club fdn)	Finance committee	ok	cont	cont	cont	cont
<b>Investment</b>	c	minimum of \$10 per member to District & Int'l Fdn	bd of directors	ok	cont	cont	cont	cont



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